

***Remarks***

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-31 are pending in the application, with claims 1, 7, 13, and 19 being the independent claims.

Claims 1-2, 7-8, 13-14, and 19-20 stands rejected under 35 U.S.C. § 102(e) as anticipated by Bennett (US 2001/0032137). Claims 3-4, 9-10, 15-16, and 21-22 are rejected under §103(a) as obvious over Bennett in view of Mindrum (US 4,732,212). Claims 5, 11, 17, and 23 are rejected under §103(a) as obvious over Bennett in view of Kamakura (US 6,076,101). Claims 6, 12, 18, and 24 are rejected under §103(a) as obvious over Bennett in view of Kamakura, further in view of Mindrum. Claims 25-31 are not indicated as having been rejected. Nevertheless, given the text of page 10, it appears that the Examiner may have intended to reject them as anticipated by Bennett. Applicants have adopted this assumption that claims 25-31 are rejected as anticipated by Bennett.

Based on the above amendment and the following Remarks, Applicants respectfully request the reconsideration of the outstanding rejections.

While Applicants do not agree that Bennett teaches all of the limitation of the independent claims, to expedite prosecution, the independent claims are amended to recite that the multiple pieces of content each provide an offer based on said travel-related activities. Support for this amendment can be found at least on page 4 of the disclosure. As explained in the specification, this feature overcomes a deficiency in the prior art by allowing multiple offers to a single patron in the same email.

Bennett does not teach or suggest such a limitation. As a matter of fact, Bennett teaches away from providing multiple offers in a single email. Bennett only ever contemplates at most a single offer in an email.

Bennett discloses a information distribution system which utilizes email to develop affinities between a merchant and a patron. To achieve this purpose, Bennett discloses that the patrons receive email (27) and visit merchant (20) to take advantage of the information or promotional *offer* associated with the email (27) or the information device, paragraph [0036]: lines 20-23. (*emphasis added*) Bennett then states that the patron can also receive email (27) welcoming the patron in the form of a promotional *offer*, paragraph [0050]: lines 2-4. (*emphasis added*) Later the email is printed out and recorded by the merchant, paragraph [0050]: lines 16-18. Bennett further expounds that the email (27) is associated with a campaign and sent to campaign queue (184) and sent when appropriate, paragraph [0086]: lines 6-11. (*emphasis added*) As such, it is abundantly clear that Bennett never contemplates more than a single offer being forwarded in the email and does not set for the proper means to achieve the benefit of multiple offers in a single email.

Therefore, Bennett does not disclose or suggest the limitations in the independent claims and, as such, does not suggest or disclose the claims. In view of the aforementioned amendments and explanation regarding the rejections, it is requested that the rejections be withdrawn and the claims permitted to issue.

### ***Conclusion***

Applicants respectfully submit that the foregoing remarks demonstrate that entry of these amendments places the present application in condition for allowance, or in the alternative, better form for appeal. All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete response has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable entry and consideration of this Reply is respectfully requested.

Respectfully submitted,



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